Linguistic and Aesthetic Study of English Language Used in Advertisements on Television

A Brief Synopsis

"Art is not hard to understand—it just requires that we adopt the aesthetic point of view."- **Ellen Miller**

Background/Origin of the Research Study:

Every country as well as language has its own literature and literature is considered as an art form. Literature has its features of sublimity and aesthetics functions of beauty and pleasure. In the present scenario, besides literature, the language of mass media, particularly, the language of advertisement has become the miniature literature for this generation owing to its language and literariness. Advertising and art are subjective words. Just as art and literature plays a role of social and cultural phenomena, advertisement of a particular product plays the same function. Advertising has become so much a part of our lives that we barely give it a thought, except to be annoyed at it from time to time. However, advertising is a complex field of study, and involves innovation, creativity and a good scope of its aesthetic study as a creation of its existence just as a work of art gets created. Just for the sake of intellectual curiosity, the researcher determined the area of the interest to be formed as shown in the following hierarchy:

Language------→Aesthetic point of view about language-----→the language of audio-visual language---→English and Hindi advertisements on television.

Intuition about the Research Statement:

The research statement was formed on the basis of egalitarian experience about the advertisement as shown in the following hierarchy:

Daily language observation----→how a particular domain uses language beautifully----→the language of visual advertisements on television----→Hindi English advertisements are beautifully presented----→is there any sort of artistic phenomena in the TV ads----→isn't it a creative art----→does it has sublimity and bounty of literature----→does it give us pleasure from

its beauty----→what are those elements used in ads similar to literary elements----→what makes advertisement beautiful-----→does it has aesthetic functions like a literary work of art has.

The Scheme of the Chapterisation:

This research proposal is to be classified into five chapters according to its data and context. The data presented in the chapters will be qualitative, not quantitative. It will be a discourse analysis of the visual advertisements in English. Following is the research methodological scheme of this research investigation:

Chapter- I-- Introduction

Chapter- II -- Linguistic Deviations in English Advertisements on Television

Chapter- III - Linguistic Features of Advertisements in English on Television

Chapter- IV-- Aesthetic Exploration of English Advertisements on Television

Chapter- V-- Exploring Aesthetic *Rasas* and *Bhavas* in English Advertisements

Chapter- VI—Conclusion

Chapter- I-- Introduction

In this chapter, the art, literature and language, mass media, the language of different mass media, classification of art, the process of appreciation of advertisement as an art, literary features in advertisements, aesthetic features in the advertisements and some theoretical perspectives will be discussed qualitatively, not quantitatively.

The proposed research study is modeled on the changing patterns of language in daily use and intends to propose conceptual properties and relevance of aesthetics to be found in the audio-visual advertisements. We live in a strange world where the language has been used both in an intricate and in an innovative way. Day by day, the spoken as well as written patterns of language have been taking a shape of sci-tech. The literariness of the language is lost. Therefore, the researcher has tried to search and put forward the aesthetics of language used by mass-media, particularly the advertisements in English and Hindi on the television. The language of advertisement forms its own popular literature for its artistic creation. Advertisement has become a new popular literature of the young generation. The literary sense exists in the present day advertisement. As far as aesthetics is concerned, according to Immanuel Kant, beauty is objective and universal (i.e. certain things are beautiful to everyone). But there is a second

concept involved in a viewer's interpretation of beauty, that of taste, which is subjective and varies according to class, cultural background and education, it forms a base of the entire beauty of any art. Our ancient belief also says that there is beauty in everything. Aesthetics is a branch of philosophy dealing with the nature of art, beauty, and taste, with the creation and appreciation of beauty. It is more scientifically defined as the study of sensory or sensory-emotional values, sometimes called judgments of sentiment and taste. More comprehensively, theorists in the field define aesthetics as "critical reflection on art, culture and nature. Concerned with beauty or the appreciation of beauty: *the pictures give great aesthetic pleasure, the law applies to both functional and aesthetic objects.* More specific aesthetic theory, often with practical implications, relating to a particular branch of the arts is divided into areas of aesthetics such as art theory, literary theory, film theory and music theory. The topic under this consideration belongs to the field of experimental aesthetics, founded by Gustav Theodor Fechner in the 19th century. Experimental aesthetics is characterized by a subject-based, inductive approach. The analysis of individual experience and behavior based on experimental methods is a central part of experimental aesthetics. In this chapter, the basic study of the different concepts as well as issues in literary aesthetics and advertisement will be pondered over.

This chapter will be interpretative about the visual art and will justify the existence of advertising art as aesthetic with increasing communication in the world and acceleration of economic globalization, English as well as Hindi advertising has found its way into people's life. Every day, people are exposed to a large number of advertisements no matter whether they like them or not. But what is advertising? What are the objectives of advertising? What are the functions of advertising? Is there any beauty and sensory pleasure in the advertisement? And what significance does a study of advertising possess? These are the questions of which we must have a good idea before we proceed to explore the main features or characteristics of English advertising texts.

Research Statement:

This is an empirical investigation of an aesthetic experience with art of advertisement. Contemporary advertising is so commonly ubiquitous and so widely influential that it is considered to be part of modern life. It also greatly influences our thoughts, feelings, outlooks,

and of course our lives. Since advertising in English occupies such an important position in modern society, we need to understand, assess English advertising and know how to create English advertising texts. However, whatever the promotional strategies advertising takes, language is the main carrier of advertised messages all along. To achieve this awareness, what is most important is to have a good grasp of the language characteristics of English advertising. In modern society, English, Hindi and other regional languages advertising has gradually formed its own features in several aspects. Many national as well as regional advertisements use English language to put it effectively. Therefore, an analysis of the aesthetic features of English advertising is worthwhile. This thesis briefly deals with the most common linguistic as well as aesthetic characteristics of English language used in advertising texts, which include characteristics of wording, syntactical features and rhetorical devices. Therefore the research statement is formulated that advertisement has aesthetic features by its use of language and expressive power which is created beautifully for the aesthetic pleasure and experience.

Why Study Language of advertisements:

Following are the major questions of regarding research statement for the discovery of aesthetic pleasure from the beauty of advertising language as well as its internal consistency:

- ✓ Because advertisement plays a vital role in language development.
- ✓ Because advertisement can act as a new source of vocabulary, idioms and phrases and new terminology.
- ✓ Because advertisement affects language in a wider society.
- ✓ Because it has a wider scope of research study with different intellectual and social views on an interdisciplinary subjects.
- ✓ Because advertisement affects attitudes and opinions in society through the way it presents people and issues.
- ✓ Because advertisement reveals as a mirror of the wider society and culture.
- ✓ Because of its innovative use of rhetorical language in communication.
- ✓ Because it is the part of popular literature as well as culture.
- ✓ Because language of advertisement covers linguistics, pragmatics, sociolinguistics, discourse analysis, semiotics, communication studies, sociology, social psychology and globalization.
- ✓ Because the language of advertisement has its literary values with art, beauty and pleasure.

Aims and Objectives of the Study:

To examine and interpret the functions of advertising strategy elements of target audience, creative concept, communications media, advertising message and principles of design, following aims and objectives are to be kept in mind:

1. To justify that advertisement functions as the work of art.
2. To find the qualities which are essence of any art common to all objects that produce aesthetic emotion in the advertisements as a work of art.
3. To attempts to discover the essences of certain concepts such as beauty, justice, knowledge, truth, sublimity and coherent form, internal consistency and emotive expression with *Bhava* and *Rasa*.
4. To show that literariness also exists into the non-literary things by determining subjective as well as objective beauty and sensory pleasure in the advertisements.
5. To identify and elucidate linguistic features of the English advertisements on Television.
6. To know the main terms and concepts from linguistics, rhetoric, and semiotics which are relevant for the analysis of advertisements and to identify this phenomena in the language advertisements?
7. To search for words, phrases, and other structures in the English advertisements with linguistic corpora.
8. To carry out a full critical analysis of an advertisement by applying and integrating the linguistic skills.
9. To study different types of linguistic deviation in the English advertising language?

Significance of the study:

The proposed study has interdisciplinary relevance such as in the different domains of aesthetics are interlinked among itself owing to its one common purpose of beauty and pleasure. These domains are art, literature, rhetoric, philosophy, linguistics, visual arts, video clips, fashion designing, film industry, cinematography, discourse analysis, semantics, semiotics, pragmatics, sociolinguistic, mass media, communication studies, sociology, social psychology architecture, sculpture, songs, instrumental music, cosmetics and surgery etc.

Many researchers have tried are successful in putting forward the study of advertisement by different point of views like, pragmatics, semiotics, semantics sociolinguistic, pictorial and metaphorical study of advertisements. Advertisement can be defined with three angles. First, advertisement is the business of trying to persuade people to buy a product or service. Secondly, advertising is the art of convincing people to spend money they don't have for something they don't need. Thirdly, advertising is not a science. Its persuasion and persuasion is an art. Advertisement is the artistic means of communication. Advertisements are a form of persuasive writing. Advertisement as a whole appeals to the senses rather than a book appeals. People follow TV rather than a book. As a result, people watch more and read less. Nowadays, it has taken the place of books. It has become an apple of eyes of present day generation. It is reasonable to say that we live in a world of advertising. As potential consumers, we are always bombarded with all kinds of product or service information from various media, including newspapers, magazines, television, radio, Internet, etc. In the present study, the researcher has ventured to study advertisements with the aesthetic point of view in an innovative way.

Hypothesis:

The hypothesis has been formed after pondering over and over on the desired study of interest. The basic principle behind the intuition about the research statement is to introspect on the language of TV advertisements with the aesthetic point of view. The hypothesis is based on the practical aesthetic experience of the researcher regarding daily watching of audio-visual advertisements on the television. The hypothesis of the proposed research study has been formed as follows:

- *Hypothesis-I*- An aesthetic experience is essentially personal.
- *Hypothesis-II*- There is an aesthetic significance in the language of TV Advertisements.
- *Hypothesis- III*- The language of advertisement is artistic and beautiful with *Rasa* and *Bhava*.
- *Hypothesis-IV*- The internal and external consistency of advertisement has literary sublimity.
- *Hypothesis-V*- Advertisements in English have linguistic features as well as linguistic functions.

Chapter: II-- Linguistic Deviations in English Advertisements on Television:

In this chapter, the gist of the research domain will be presented in a qualitative form. The available primary data of 100 English advertisements on television with the help of secondary data will be interpreted by the introspective intuition of the researcher. The data will be in qualitative form, not in a quantitative form. Further, in this chapter how the mass media act as a new source of language development, a source of rich vocabulary, idioms and new terminology will be put forward. It is visible that it has innovations in language use. Therefore, understanding media language was felt as a need for research. There are aesthetic values and qualities in the language of mass media.

The proposed study will examine the language, language variations and its aesthetic relevance to be found in the popular literature. For example let's have English advertisement of *Cohler Toilet Seat*, in which there is no use of language, but the visuals used in this ad and the last punch line- *"Hands are made for love"* is really aesthetically beautiful and pleasurable which feels us with the sense of sublimity and literary bounty. Mass media involves a vast arena of print and visual forms such as TV News Channels, newspapers, magazines, periodicals, internet news and blogs. It consist the news headlines, advertisements and general information regarding the particular column. The researcher desires to dare to interconnect the language of advertising with the aesthetics. For instance, the advertisement of Dinesh suiting and shirting— *"Take the world in your strike …… Dinesh"* Speaking about aesthetics as the branch of philosophy concerned with the nature and appreciation of art, beauty and good taste. It has also been defined as "critical reflection on art, culture and nature". The word "aesthetics" derives from the Greek "aisthetikos", meaning "of sense perception". Along with ethics, aesthetics is part of axiology (the study of values and value judgments). In practice we distinguish between aesthetic judgments (the appreciation of any object, not necessarily an art object) and artistic judgments (the appreciation or criticism of a work of art). Thus aesthetics is broader in scope than the philosophy of art. It is also broader than the philosophy of beauty, in that it applies to any of the responses we might expect works of art or entertainment to elicit, whether positive or negative. Aestheticians ask questions like "What is a work of art?", "What makes a work of art successful?", "Why do we find certain things beautiful?", "How can things of very different

categories be considered equally beautiful?", "Is there a connection between art and morality?", "Can art be a vehicle of truth?", "Are aesthetic judgments objective statements or purely subjective expressions of personal attitudes?", "Can aesthetic judgments be improved or trained?" In very general terms, it examines what makes something beautiful, sublime, disgusting, fun, cute, silly, entertaining, pretentious, discordant, harmonious, boring, humorous or tragic.

Television advertisement is an instance that provides equal distribution of knowledge on social and cultural reality. It is possible because many television stations have a commercial not specialised character. That means they present thematically varied programmes directed towards very different groups of spectators. Using Mc Luhan's term of mosaic we can say that their structure is mosaic, fragmentary and consists of many different qualitative and thematic elements. The trend of moving from thematically diversified television advertisements provides knowledge through its language and visual art. Television, public and state is taken by almost all of the households in a country. It is definitely the most widely consumed and most popular medium. This is why its role is very special. Therefore, television as a marketing medium offers advertising way for creative and popular literature among its generation.

By keeping all these aspects, the researcher dares to introspect on the linguistic deviations by studying advertisements as the work of art.

Chapter: III-- Linguistic Features of Advertisements in English on Television:

Advertising language is a complex linguistic phenomenon which is full of different linguistic deviation. Linguistic deviation is applied in advertising effectively and extensively. Advertising has become a part of popular literature and culture, analysis and research on advertising text or script has also emerged in a large number. Numerous studies have been carried out and a large number of linguistic phenomena in advertisement including deviation have been discovered. However, as far as interpreting deviation from the pragmatic perspective is concerned, there are still many things worthy of profound exploration.

In this thesis, different types of deviation in ads will be categorized from the linguistic perspective, notably phonological, lexical, and semantic deviation, semiotic and pragmatic deviations. Also, this chapter study intends to find out what kind of deviation is most frequently

adopted in advertisements and possible reasons for different occurrence frequencies of different types of deviation and give some suggestion for advertisers to choose effective deviation.

Chapter: IV Aesthetic Exploration of English Advertisements on Television:

The focus of this chapter will be on the relating fundamental issues of literary art to the advertising language in Hindi. One hundred Hindi advertisements on television will be interpreted. Besides, this chapter will demonstrate the different aspects of Hindi advertisement regarding coherence, appreciation, essence, form and content, pictorial metaphors, aesthetic pleasure, sublimity, manifestation, signs, symbols, and imagery.

In this chapter, the aesthetic study of 100 advertisements in which English language is used will be interpreted in terms of dialogue, advertisement punch line, type, context, expressive power and pictorial issues.

Chapter: V Exploring *Rasas* and *Bhavas* in English Advertisements:

In the Indian tradition, aesthetic experience is explained in terms of the concept of Rasa and Bhava. Rasa can be explained as the aesthetic relish of the emotional tone in the suitably cultivated audience member. Bharata compiled the meaning of the multifaceted word Rasa into one sentence. rasyate anena iti rasaḥ. i.e. that which is relished is Rasa. Bhāva, literally, means 'existence' and 'mental state'. In aesthetic contexts, it has been translated as 'feelings', 'psychological states' and 'emotions'. Bhavas, in the context of performance, are the emotions represented in the performance will be discussed and interpreted in the language of English and Hindi advertisement. Thus, the process of appreciation of the aesthetic language of English and Hindi advertisement is proposed to ponder over.

Thus, the transformation that precipitates aesthetic experience is the conversion of the Sthayibhāva into Rasa by the addition of Vibhāvas (Determinants), Anubhāvas (Consequents) and Vyabhicāri bhāvas. It's about what the mind feels and the expression of the feeling thereafter. Bharat Muni, in his book on the Natya Shastra formulated the theory of Rasa in the 4th century A.D. According to the Natya Shastra the major purpose of dance, drama, ritual and poetry is to raise an emotion that is already present in the audience. Rasa arises from a

combination of physical consequents and the transient emotional states. Bhavas, in the context of expressions, are the emotions represented in the performance. Hence, how Rasa works in advertising and its language will be interpreted. In advertising, Rasa is an emotion created by advertiser and experienced by the customer. First the creator feels the emotion and seeks a medium for expressing his feelings. The audience receives this emotion through advertising, feels the emotion created by the creator**,** and thereafter re-creates an aesthetic emotion. The creation works as transmitter, generating emotion in the receiver who re-lives the emotion. Therefore, the Bhava and Rasa theory in the form and context of the language of the advertisement will be carried out forward by interpreting it.

The different moods (Navarasa) and their corresponding Bhava will be interpreted in the context of the language of advertisements. Every Rasa is identified with a specific color for the use in visual arts. Think about all the advertising and marketing messages you are exposed to on a daily basis, and you will begin relating these moods to each visual message you see, whether on television, magazines or social media.

Chapter: VI Conclusion:

In this chapter, the researcher will draw and determine the necessary major findings, major conclusions, recommendations and summary. Whatever is left behind in the initial chapters, this chapter will fill that gap of intellectual interpretation. As English is one of the most widely used languages in the world, it is necessary to study and analyzes the language features of English advertising. Current advertisements reflect radical changes in the technology, media, the social and economic relations, the sense of personal and group identity. The rhetorical devises make the advertisement aesthetically beautiful having the pleasure of its form and content. The thesis is intended to enable the readers to understand English advertising texts better and to design and create them when necessary. Also, by learning English advertising texts, we can improve our language competence. The author hopes that this thesis can trigger our interest in English advertising texts, which will help raise our language level.

It goes without saying that research into the language of English advertising is both interesting and rewarding. To achieve this awareness, we should not only have a good

understanding of the language of English advertising, but also know its influence on the English language.

One obvious influence of English advertising on the English language lies in the fact that English advertising contributes a lot of new words to the vocabulary stock of modern English. The other types of word contributing to the English language are the advertising coinages, whose abundance is one of the lexical features of English advertising. Another main influence on English advertising is so-called movement of "colloquialisation", which is also a main contribution of English advertising to the English language. The influence of English advertising justifies the relationship between a language and its users: people create a language form as desired; this form, in turn affects people's conception of the language as a whole.

Language is a carrier of advertisements. Advertisers must continually adjust their language to conform to changes and grammatical rules. This thesis is just an initial and brief discussion of English and Hindi advertising aesthetic language. More detailed and more comprehensive research is needed on English advertising language; also, it is necessary to make a detailed comparative study of English and other language advertising texts.

As to rhetorical language and devices, smile and metaphor are used in advertisements to vividly highlight the characteristics or special features or functions of the advertised products or services. The effectiveness of personification in English advertisements lies in its potency of endowing products with emotion and liveliness. Puns make advertisements more meaningful and interesting while alliteration renders advertisements more effective and rhythmical. Through use of hyperbole, advertisements become effective, emotional and humorous. Repetition is often designed to make advertisements more attractive, impressive and memorable.

In short, no matter which structure and what words are used in an advertisement, all of them serve the purpose of attracting the audience, conveying information to them, urging them to purchase the product or to use the service. The language of advertisement functions as intellectual pleasure and aesthetic experience through its beautiful internal as well as external consistency. That is what an ad for, and that is also the function advertising language performs.

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